

**COMPETITIVE ALL OUTLET COMBINED PERFORMANCE**  
**MONTHLY INTEGRATED NIELSEN - JAN. 1994**

- Winston's share stabilized at 6.2% in January, -1.8 points below its promotionally driven peak in September 1993.
- Camel Filter advanced +0.1 points versus month-ago to 3.5%, its highest level since May 1993.
- RJR posted a +0.1 point gain versus month-ago to 30.1%, its first positive performance since August 1993.
- The Discount category gained +0.2 points versus month-ago to 32.6%, with Branded Discount growth (+0.3) partially offset by Private Label losses.

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